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**FIAT AUTOMOBILE ENTHUSIAST CLUB TO DISPLAY NEW FIAT
AT NATIONAL CONVENTION**
Club Fiat-Lancia Unlimited Largest Fiat Branded Club in North America

(PHILADELPHIA, PA August 1, 2009) -- Club Fiat-Lancia Unlimited (FLU, www.flu.org), North America's largest enthusiast club for owners of Fiat-branded automobiles, will display, courtesy of Chrysler Group LLC a new Fiat 500 at their national convention to be held August 13-17, 2009 in Valley Forge, PA. The club has announced that it stands ready to assist Chrysler Group LLC in promoting the sales and ownership of North American versions of Fiat and Alfa Romeo vehicles, regardless of where the cars will be built or the name brand badges affixed to the cars.

Club Fiat-Lancia Unlimited (FLU), which is dedicated to the preservation and enjoyment of Fiats and other Italian cars, was founded in 1983, the same year that Fiat ceased selling cars in the USA. Since the club's inception, it has grown to be one of the most active enthusiasts groups of its kind in the world, with local chapters holding yearly events that draw attendees from all over the USA, Canada, and several foreign countries. "Fiat Freak Out," the club's annual international convention, draws nearly 450 participants each year, many of whom show over 200 well-preserved Fiat, Lancia, Ferrari, and Alfa Romeo cars of vintages spanning many decades. The club welcomes owners of any Italian marque, and looks forward to offering assistance to Chrysler Group LLC and Fiat in promoting the purchase and ownership of the Italian automaker's highly-acclaimed sporty and fuel-efficient cars. The Fiat-Lancia Unlimited Fiat Freak Out national convention will take place this year August 13-17 in Valley Forge, PA. There are activities planned over a long weekend. The highlight for most people is the Saturday Concorso d'Eleganza car show. Over 200 member's vehicles will be parked in a beautiful setting. The website at www.flu.org/ffo2009 has all the details.

In addition to conducting numerous gatherings and events throughout North America, Club Fiat-Lancia Unlimited maintains an official internet website, www.flu.org, and publishes a full-color bi-monthly newsletter, *RICAMBI*, which is packed with member-written articles, technical tips and classified ads.

Club FLU members already have a taste of what it's like to drive a new Fiat on North American roads. In the summer of 2008, a club member brought to the United States a new Fiat 500, which was voted the European Car of the Year in 2008. The car was driven from Times Square in New York City to the Golden Gate Bridge in San Francisco and ultimately back to the East Coast, making appearances at several U.S. auto shows along the way and drawing crowds and rave reviews wherever it traveled. This very car is now owned by the Lane Motor Museum in Nashville, Tennessee, and will be displayed at Club FLU's 2009 "Fiat Freak Out" international convention to be held in Valley Forge, Pennsylvania, August 13-17 of this year.

Mailing address
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Media opportunities:

Friday August 14, 2009

10am-3pm Autocross racing RT 23 Bridgeport, PA

4pm-11pm. Members gather with their cars at hotel to start the convention.

Park Ridge Hotel

480 North Gulph Road

King of Prussia, PA

Saturday August 15, 2009

11am-4pm. Over 200 Italian cars on display featuring the NEW Fiat 500.

Lower Perkiomen Valley Park

End of Old Mill Road

Egypt Road exit RT 422

Oaks, PA

Sunday August 16, 2009

12pm-4pm On street car display featuring the NEW Fiat 500.

200 block of Bridge Street

Phoenixville, PA

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